

August 13, 1975

TO: Board of Directors of T.I.T.L.
FROM: William L. Steele
SUBJECT: Test Results for Market Sample No. 17

Enclosed are the test results for the latest survey, Market Sample 17. The Data for this test show an overall mean increase of 0.3 mg "tar" and decrease of 0.03 mg nicotine.

A further revision in the data presentation was made. Butt length information was made a separate section. Tar, nicotine and other information now appear on the same page.

Results of statistically testing individual brands for significant changes are attached. Plus and minus signs indicate the direction of change since the last test. How many of these changes can be accounted for by test variability, real brand changes, or other factors is unknown.

Ranking of brands according to "tar" values

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was done prior to rounding. Using an additional decimal point, virtually eliminates ties.

William L. Steele

WLS/ps
Enclosure

The Board of Directors of T.I.T.L.

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